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Brand Buying Intent Toppers in June 2026 — Tata Tea, Britannia & SBI; Lead Decliners are Titan, Honda & Daikin

3rd July 2026: TRA's June 2026 **Brand Buying Intent (BRAND BI)** ranked **Tata Tea (Tea)** as the leading gainer adding 455 points, followed by **Britannia** (Biscuits - Diversified) at +380.3 points and **State Bank of India** (Bank - PSU) at +283.8 points.

Rounding out the top ten gainers were **Asus** (Laptops) at +283.2 points, **Glucon D** (Powdered Drink) at +282.5 points, **Raymond** (Fabric to Brands) at +277.8 points, **Vivo** (Mobile Phones) at +261.6 points, **Samsung** (Televisions) at +245.2 points, **Reliance Jio** (Mobile Service Provider) at +214.8 points, and **Samsung again (Mobile Phones)** at +214.8 points.

On the other end of the table, **Titan** (Watches) recorded the steepest fall of the month, down 552 points, followed by **Honda** (Motorcycle - Manufacturer) at -516.7 points and **Daikin** (Air Conditioners) at -492.3 points.

The next seven decliners for June'26 were **Dell** (Laptops), down 472 points, **Sony** (Televisions) at -397.4 points, **MI** (Televisions) at -355 points, **Honda Activa** (Scooter - Brand) at -330.8 points, **Godrej** (Refrigerators) at -306 points, **ICICI Bank** (Bank - Private) at -267.8 points, and **Flipkart** (Online Retailer - Diversified) at -232.5 points.

Category trends offer a likely explanation for some of this month's movement. Tea and Powdered drinks tend to see a consumption bump as the monsoon sets in across most of India in June, which probably worked in favour of **Tata Tea and Glucon D**. Air conditioners and the wider summer-cooling basket usually cool off, quite literally, once peak summer gives way to the monsoon, and that pattern fits with **Daikin's** fall this cycle. Two-wheelers told a similar story: **Honda and Honda Activa** both saw softer numbers, in keeping with TRA's Category Momentum data showing the Scooter - Brand category down 67.6% this cycle, likely due to reduced footfall and delayed purchase decisions during the monsoon transition.

Biscuits were an exception to their own category trend. Despite a broader "summer headwind" affecting the category, **Britannia** posted one of the strongest individual gains of the month, suggesting the brand's own moves on distribution, pricing or campaigns did more of the work than any seasonal tailwind.

Oil & Gas - Refining & Marketing's steep 77% fall also stands out, landing in a month when easing Iran-related tensions and a sharp cooldown in crude prices kept the sector in the headlines across India. One category figure is worth a closer look before drawing conclusions from it: Credit Card Network's sharp +523.7% rise owes largely to **Mastercard** re-entering the index this cycle, rather than genuine month-on-month growth on an existing base. These readings are directional, drawn from TRA's category-level signals, and are best used alongside brand-specific context from marketing and distribution teams.

The Brand Buying Intent index helps users see whether a brand's growth is coming from its own strength in the market or simply riding a broader category trend. By separating the two, it allows businesses to identify brands that are genuinely winning consumer preference from those that are benefiting mainly from wider market movement. It is reported each cycle on TRA's platform at **www.buyingintent.in**

Speaking on the findings, **Mr. N. Chandramouli, CEO, TRA Research,** said, *"The measure of Brand Buying Intent backed through detailed consumer research provides invaluable data for marketers, especially to those who keep a close track of their brand's momentum. Buying Intent is the most important aspect for a brand to measure and track of, as this is the most important goal any brand can hope to achieve."*

<u>Below is the list of the Brand Momentum - Buying Intent for June 2026</u>

BRAND MOMENTUM · BUYING INTENT — JUNE 2026 (MONTHLY)

GAINING				DECLINING			
1	TATA TEA	TEA	+455 pts	1	TITAN	WATCHES	-552 pts
2	BRITANNIA	BISCUITS - DIVERSIFIED	+380.3 pts	2	HONDA	MOTORCYCLE - MANUFACTURER	-516.7 pts
3	STATE BANK OF INDIA	BANK - PSU	+283.8 pts	3	DAIKIN	AIR CONDITIONERS	-492.3 pts
4	ASUS	LAPTOPS	+283.2 pts	4	DELL	LAPTOPS	-472 pts
5	GLUCON D	POWDERED DRINK	+282.5 pts	5	SONY	TELEVISIONS	-397.4 pts
6	RAYMOND	FABRIC TO BRANDS	+277.8 pts	6	MI	TELEVISIONS	-355 pts
7	VIVO	MOBILE PHONES	+261.6 pts	7	HONDA ACTIVA	SCOOTER - BRAND	-330.8 pts
8	SAMSUNG	TELEVISIONS	+245.2 pts	8	GODREJ	REFRIGERATORS	-306 pts
9	RELIANCE JIO	MOBILE SERVICE PROVIDER	+214.8 pts	9	ICICI BANK	BANK - PRIVATE	-267.8 pts
10	SAMSUNG	MOBILE PHONES	+214.8 pts	10	FLIPKART	ONLINE RETAILER - DIVERSIFIED	-232.5 pts

Source: TRA Research · buyingintent.in · Brand Buying Intent, Monthly cycle, June 2026

<u>Category Momentum - Buying Intent for June 2026</u>

CATEGORY MOMENTUM · BUYING INTENT — JUNE 2026

RISING				FALLING			
1	Credit Card Network	2 brands (Mastercard re-entered index)	+523.7%	1	Watches - Luxury	5 brands	-77.9%
2	Edible Oil	12 brands	+338.1%	2	Oil & Gas - Refining & Marketing	3 brands	-77%
3	Lipstick	3 brands	+313%	3	Hair Oil Brand - Ayurvedic	4 brands	-76.5%
4	Powdered Drink	3 brands	+310.6%	4	Express Services - Foreign	2 brands	-73.4%
5	Mutual Fund	6 brands	+278.7%	5	Cafe	2 brands	-71.6%
6	Tablets	3 brands	+261.2%	6	Water Heaters	3 brands	-71.3%
7	Beer	3 brands (Summer + IPL)	+243.6%	7	Mosquito Repellent	2 brands (Summer-monsoon peak)	-69.9%
8	Footwear - General	3 brands	+220.8%	8	Scooter - Brand	5 brands	-67.6%
9	Biscuits - Diversified	4 brands (Summer headwind)	+204.5%	9	SUV - Brand	4 brands	-67.1%
10	Face Wash - Herbal	2 brands	+181.3%	10	Pre-Schools	2 brands	-65.7%

Source: TRA Research · buyingintent.in · Category Buying Intent, June 2026

<u>About Brand Buying Intent Index</u>

Brand Buying Intent tracks monthly shifts in consumer buying intent across brands and categories through TRA's syndicated consumer research, giving an early view of what consumers actually intend to buy. For marketers, brand custodians and advertising agencies, it offers a practical, monthly read that keeps brand decisions grounded in consumer behaviour rather than guesswork.

About TRA Research

TRA Research is a brand intelligence and consumer insights company, and the creator of the Brand Buying Intent (Brand BI) index available at buyingintent.in. The platform tracks how consumers are shifting across brands, categories and sectors in India each month, covering over 2,500 brands across 560 categories and 42 super-categories. By combining Brand Momentum, Category Momentum, and Trust and Desire insights, it helps businesses, marketers, agencies, media and analysts keep pace with changing consumer preferences and Buying Intent.

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